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15. The method of claim 14, wherein determining the distance threshold includes, by the processing circuitry: determining, based on the consumer device location data a travel speed of the consumer device; and determining the distance threshold based on the travel speed of the consumer device. 5

16. The method of claim 14, wherein determining the distance threshold includes, by the processing circuitry: receiving, via the network and from the consumer device, consumer device input indicating a mode of transportation; and determining the distance threshold based on the mode of transportation. 10

17. The method of claim 14, wherein determining the distance threshold includes, by the processing circuitry: determining, based on the consumer device location data, a mode of transportation; and determining the distance threshold based on the mode of transportation. 15

18. The method of claim 13, wherein determining the activity level score for each of the plurality of merchant locations based on the transaction data includes determining, based on the transaction data, an average rate of received transaction data instances for a predetermined period of time. 20

19. The method of claim 13, wherein determining the activity level score for each of the plurality of merchant locations based on the transaction data includes determining, based on the transaction data, a projected activity level. 25

20. The method of claim 13, wherein:

the transaction data from the merchant devices indicate consumer device interactions with merchant devices via wireless direct connections; and

determining the activity level score for each of the plurality of merchant locations based on the transaction data includes determining the activity level score based on the consumer device interactions associated with each of the plurality of merchant locations. 35

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21. The method of claim 13, wherein:

the transaction data includes an indication of a completed transaction; and

the method further includes, by the processing circuitry and for each completed transaction of a local merchant location, providing an indication of the completed transaction as a visual enhancement to a local merchant indicator associated with the local merchant location.

22. The method of claim 13, wherein the at least one of the one or more local merchant location indicators is visually enhanced with blink rates that are variable based on the activity level scores.

23. The method of claim 13 further comprising, by the processing circuitry and in response to receiving consumer device input indicating a selection of a local merchant location indicator, providing a merchant display to the consumer interface including merchant data of a local merchant location associated with the local merchant location indicator.

24. The system of claim 1, wherein the consumer device is a mobile device.

25. The system of claim 1, wherein the consumer interface is an electronic display associated with the consumer device.

26. The system of claim 1, wherein displaying, within the consumer interface, a travel path extending from the consumer device location to a local merchant location associated with a local merchant location indicator comprises determining a travel speed of an individual associated with the consumer device. 30

27. The system of claim 1, wherein displaying, within the consumer interface, a travel path extending from the consumer device location to a local merchant location associated with a local merchant location indicator comprises determining a mode of transportation of an individual associated with the consumer device. 35

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